

REP HEADLINE# 6394592 TRF# E:063945
\$\$\$ MOD# 0: UNAPPROVED REV #2 \$\$\$

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!
HARRIS REPORT FROM REP
CHANGES
NOV2/12 12.55
*** WFLA-TV ***

ADV # ADV. NAME ISS/AMER. CROSSROADS
AGY # AGY. NAME CROSSROADS MEDIA LLC

REP. # OFF. # SALESMAN #

66 CANAL CENTER PLAZA, SUITE 555

BUYER NAME MICHELLE SANTUOSO
SALES PRSN WA- MEGHAN MCGARR (H)

ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6394592

CLASS: NATL. LOCAL REGIONAL

PRDCT AMERICAN CROSSROADS EST#1274 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV5/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE NOV2/12 12.55

REP: 11/2 REV
REV PRGM ON LINES 17,19,36,38,66,68,83,85,102,104
TTL SAME
PLEASE CONFIRM
THANKS! KIM FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
AMERICAN CROSSROADS

AM

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	---------	-----------	------	-----------

AGENCY ADVERTISER CODE = 11
AGENCY PRODUCT CODE = 27
AGENCY EST# = 1274

17	NZ		700P-730P	30		\$2,200.00	11/2	11/2	1		FRI	1
----	----	--	-----------	----	--	------------	------	------	---	--	-----	---

PROGRAM : NEWS
CON COM1: NEWS

19	NZ		730P-800P	30		\$2,200.00	11/2	11/2	1		FRI	1
----	----	--	-----------	----	--	------------	------	------	---	--	-----	---

PROGRAM : ET
CON COM1: ET

REP HEADLINE# 6394592 TRF# E:063945
 \$\$\$ MOD# 0: UNAPPROVED REV #2 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

NOV2/12 12.55
 CHANGES ** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
36		NZ	700P-730P	30		\$2,200.00	11/5	11/5	1		MON	1
			PROGRAM : NEWS									
			CON COM1: NEWS									
38		NZ	730P-800P	30		\$2,200.00	11/5	11/5	1		MON	1
			PROGRAM : ET									
			CON COM1: ET									
66		NZ	700P-730P	30		\$2,200.00	11/1	11/1	1		THU	1
			PROGRAM : NEWS									
			CON COM1: NEWS									
68		NZ	730P-800P	30		\$2,200.00	11/1	11/1	1		THU	1
			PROGRAM : ET									
			CON COM1: ET									
83		NZ	700P-730P	30		\$2,200.00	10/30	10/30	1		TUE	1
			PROGRAM : NEWS									
			CON COM1: NEWS									
85		NZ	730P-800P	30		\$2,200.00	10/30	10/30	1		TUE	1
			PROGRAM : ET									
			CON COM1: ET									
102		NZ	700P-730P	30		\$2,200.00	10/31	10/31	1		WED	1
			PROGRAM : NEWS									
			CON COM1: NEWS									
104		NZ	730P-800P	30		\$2,200.00	10/31	10/31	1		WED	1
			PROGRAM : ET									
			CON COM1: ET									

NOV/12 215225.00 CONTRACT TOTAL 215225.00
 TOTAL SPOTS 111

REP HEADLINE# 6394592

TRF# E:063945

\$\$\$ MOD# 0: UNAPPROVED REV #2 \$\$\$

REP: TEL# 703-516-9399

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

FAX# 703-516-9680

HARRIS REPORT FROM REP

NOV2/12 12.55

CHANGES

*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	: SPTS

MARKET TOTALS \$978,295
WFLA 22%
WFTS 20%
WTSP 32%
WTVT 16%
WTOG 2%
WTTA 1%
WMOR 1%
WMOX 0%
WXPX 0%
WWSB 6%
CABL 0%
SHARES ACCURATE

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP NOV2/12 12.50
CHANGES *** WFLA-TV ***

REP. #	OFF. #	SALESMAN #
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
7	7	7
8	8	8
9	9	9
10	10	10
11	11	11
12	12	12
13	13	13
14	14	14
15	15	15
16	16	16
17	17	17
18	18	18
19	19	19
20	20	20
21	21	21
22	22	22
23	23	23
24	24	24
25	25	25
26	26	26
27	27	27
28	28	28
29	29	29
30	30	30
31	31	31
32	32	32
33	33	33
34	34	34
35	35	35
36	36	36
37	37	37
38	38	38
39	39	39
40	40	40
41	41	41
42	42	42
43	43	43
44	44	44
45	45	45
46	46	46
47	47	47
48	48	48
49	49	49
50	50	50
51	51	51
52	52	52
53	53	53
54	54	54
55	55	55
56	56	56
57	57	57
58	58	58
59	59	59
60	60	60
61	61	61
62	62	62
63	63	63
64	64	64
65	65	65
66	66	66
67	67	67
68	68	68
69	69	69
70	70	70
71	71	71
72	72	72
73	73	73
74	74	74
75	75	75
76	76	76
77	77	77
78	78	78
79	79	79
80	80	80
81	81	81
82	82	82
83	83	83
84	84	84
85	85	85
86	86	86
87	87	87
88	88	88
89	89	89
90	90	90
91	91	91
92	92	92
93	93	93
94	94	94
95	95	95
96	96	96
97	97	97
98	98	98
99	99	99
100	100	100

BUYER NAME MICHELLE SANTUOSO

SALES PRSN WA- MEGHAN MCGARR (H)

CLASS:	NATL.	LOCAL	REGIONAL
--------	-------	-------	----------

(CEH)

DATE NOV2/12 12.50

CANCELED LINES 42,43,46,49
ADDED LINES 106-111 (\$6,500 WAS MOVED FROM HL #6387728)
REV TTL \$215,225 @111X
PLEASE CONFIRM
THANKS! KIM FOR MEGHAN

AMERICAN CROSSROADS

AGENCY ADVERTISER CODE = 11 AGENCY EST# = 1274
AGENCY PRODUCT CODE = 27

SAT
OSAT
O

REP HEADLINE# 6394592 TRF# E:063945
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 CHANGES *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
46	S		1000A-1100A	30		\$6,500.00	11/4	11/4	0		SUN	0
PROGRAM : MEET PRESS-SUN												
CON COM1: MEET PRESS-SUN												
49	S		800P-1100P	30		\$4,500.00	11/4	11/4	0		SUN	0
PROGRAM : AMERICA'S GOT TALENT (REPEAT)												
CON COM1: AMERICA'S GOT TALENT (REPEAT)												
106	A		700P-800P	30		\$2,500.00	11/3	11/3	2		SAT	2
PROGRAM : STARWATCH:JAMES BOND												
CON COM1: STARWATCH:JAMES BOND												
107	A		600A-700A	30		\$1,500.00	11/5	11/5	2		MON	2
PROGRAM : NEWS												
CON COM1: NEWS												
108	A		700A-900A	30		\$1,000.00	11/3	11/3	1		SAT	1
PROGRAM : SAT TODAY												
CON COM1: SAT TODAY												
109	A		800P-1000P	30		10500.00	11/5	11/5	1		MON	1
PROGRAM : VOICE												
CON COM1: VOICE												
110	A		330P-700P	30		\$1,750.00	11/3	11/3	3		SAT	3
PROGRAM : NOTRE DAME V. PITT												
CON COM1: NOTRE DAME V. PITT												
111	A		1135P-1235A	30		\$1,250.00	11/5	11/5	1		MON	1
PROGRAM : TONIGHT SHOW												
CON COM1: TONIGHT SHOW												

NOV/12 215225.00

CONTRACT TOTAL 215225.00
 TOTAL SPOTS 111

REP: TEL# 703-516-9399

FAX# 703-516-9680

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

NOV2/12 12.50

ORDER WORKSHEET

HARRIS REPORT FROM REP

CHANGES

*** WFLA-TV ***

REP HEADLINE# 6394592

TRF# E:063945

\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	: SPTS

MARKET TOTALS \$978,295
WFLA 22%
WFTS 20%
WTSP 32%
WTVT 16%
WTOG 2%
WTTA 1%
WMOR 1%
WMOX 0%
WXPX 0%
WSB 6%
CABL 0%
SHARES ACCURATE

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 822 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Client:	American Crossroads/ Issue	Submission Cost:	215225	Campaign Ref:	E:063945920
Buyer:	..	Client/Product/Estimate:	11 / 27 / 1274	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06394592
Est./PO Number:	06394592	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	American Crossroads	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
1	M-F 1p Days Of Our Lives ...F..	02	600	30 Comme	Nbr of Spots	1	1	600
2	M-F 10a News ...F..	02	275	30 Comme	Nbr of Spots	1	1	275
4	M-F 1030a Extra ...F..	02	250	30 Comme	Nbr of Spots	1	1	250
5	M-F 1135p ET / 1035p CT Tonight Show ...F..	01	1300	30 Comme	Nbr of Spots	1	1	1300
6	M-F 12p Today Show III ...F..	01	400	30 Comme	Nbr of Spots	1	1	400
7	M-F 2p Rachael Ray ...F..	02	450	30 Comme	Nbr of Spots	1	1	450
8	M-F 3p Doctors ...F..	02	750	30 Comme	Nbr of Spots	1	1	750
9	M-F 4p Dr Oz ...F..	01	1130	30 Comme	Nbr of Spots	1	1	1130
10	M-F 5a News ...F..	01	300	30 Comme	Nbr of Spots	1	1	300
Weekly Totals: Total Spots(Ord Spots)					88	24	112	
Open PR					-1		-1	-6500

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 822 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Client:	American Crossroads/ Issue	Submission Cost:	215225	Campaign Ref:	E:063945920
Buyer:		Client/Product/Estimate:	11/27/12/74	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06394592
Est/PO Number:	06394592	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type		10/29	11/05	Total	Cost
11	M-F 5p News ...F..	01	1700	30 Comme	Nbr of Spots	1		1	1700
12	M-F 530a News ...F..	01	550	30 Comme	Nbr of Spots	1		1	550
13	M-F 530p News ...F..	01	1700	30 Comme	Nbr of Spots	1		1	1700
14	M-F 6p News ...F..	01	2800	30 Comme	Nbr of Spots	1		1	2800
15	M-F 6a News ...F..	01	1500	30 Comme	Nbr of Spots	1		1	1500
16	M-F 630p ET / 530p CT NBC Nightly News ...F..	01	7000	30 Comme	Nbr of Spots	1		1	7000
17	M-F 7p News ...F..	01	2200	30 Comme	Nbr of Spots	1		1	2200
18	M-F 7a Today Show ...F..	01	2000	30 Comme	Nbr of Spots	1		1	2000
19	M-F 730p Entertainment Tonight ...F..	01	2200	30 Comme	Nbr of Spots	1		1	2200
20	M-F 9a Today Show II ...F..	01	1050	30 Comme	Nbr of Spots	1		1	1050
21	M-F 1p Days Of Our Lives M.....	02	600	30 Comme	Nbr of Spots		1	1	600
22	M-F 10a News	02	275	30	Nbr of Spots		1	1	275

Weekly Totals: Total Spots(Ord Spots)	88	24	112	
Open PR	-1		-1	-6500

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 822 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Client:	American Crossroads/ Issue	Submission Cost:	215225	Campaign Ref:	E:063945920
Buyer:		Client/Product/Estimate:	11 / 27 / 1274	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06394592
Est./PO Number:	06394592	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
23	M-F 1030a Extra M.....	02	250	30 Comme	Nbr of Spots	1	1	250
24	M-Su 11p News M.....	01	2500	30 Comme	Nbr of Spots	1	1	2500
25	M-F 1135p ET / 1035p CT Tonight Show M.....	01	1300	30 Comme	Nbr of Spots	1	1	1300
26	M-F 12p Today Show III M.....	01	400	30 Comme	Nbr of Spots	1	1	400
27	M-F 2p Rachael Ray M.....	02	450	30 Comme	Nbr of Spots	1	1	450
28	M-F 3p Doctors M.....	02	750	30 Comme	Nbr of Spots	1	1	750
29	M-F 4p Dr Oz M.....	01	1130	30 Comme	Nbr of Spots	1	1	1130
30	M-F 5a News M.....	01	300	30 Comme	Nbr of Spots	1	1	300
31	M-F 5p News M.....	01	1700	30 Comme	Nbr of Spots	1	1	1700
32	M-F 530a News M.....	01	550	30 Comme	Nbr of Spots	1	1	550
33	M-F 530p News M.....	01	1700	30 Comme	Nbr of Spots	1	1	1700
Weekly Totals: Total Spots(Ord Spots)					88	24	112	
Open PR					-1		-1	-6500

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 822 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Client:	American Crossroads/ Issue	Submission Cost:	215225	Campaign Ref:	E:063945920
Buyer:		Client/Product/Estimate:	11 / 27 / 1274	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06394592
Est./PO Number:	06394592	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
34	M-F 6p News M.....	01	2600	30 Comme	Nbr of Spots	1	1	2600
35	M-F 6a News M.....	01	1500	30 Comme	Nbr of Spots	1	1	1500
36	M-F 7p News M.....	01	2200	30 Comme	Nbr of Spots	1	1	2200
37	M-F 7a Today Show M.....	01	2000	30 Comme	Nbr of Spots	1	1	2000
38	M-F 730p Entertainment Tonight M.....	01	2200	30 Comme	Nbr of Spots	1	1	2200
39	Mon 8-10p ET / 7-9p CT Voice M.....	02	15000	30 Comme	Nbr of Spots	1	1	15000
40	M-F 9a Today Show II M.....	01	1050	30 Comme	Nbr of Spots	1	1	1050
41	Sat 1130p ET / 1030p CT Saturday Night LiveS.	01	2650	30 Comme	Nbr of Spots	1	1	2650
42	Sat 7a Today ShowS.	01	1000	30 Comme	Nbr of Spots	1	1	1000
43	Sat 9a NewsS.	01	600	30 Comme	Nbr of Spots	1	1	600
44	Sun 10a Meet The PressS	01	6500	30 Comme	Nbr of Spots	1	1	6500
45	Sun 6p News	01	1600	30	Nbr of Spots	1	1	1600
Weekly Totals: Total Spots(Ord Spots)					88	24	112	
Open PR					-1		-1	-6500

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 822 Issue 2



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Client: American Crossroads/ Issue	Submission Cost: 215225	Campaign Ref: E:063945920
Buyer: ..	Client/Product/Estimate: 11 / 27 / 1274	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06394592
Est./PO Number: 06394592	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
46	Sun 630p ET / 530p CT NBC Nightly NewsS	01	8000	30 Comme	Nbr of Spots	1	1	8000
47	Sun 8a Today ShowS	01	1100	30 Comme	Nbr of Spots	1	1	1100
48	Sun 815p ET / 715p CT NBC Sunday Night FootballS	01	28000	30 Comme	Nbr of Spots	1	1	28000
49	Sun 9a NewsS	01	600	30 Comme	Nbr of Spots	1	1	600
50	M-F 1p Days Of Our Lives ...T...	02	600	30 Comme	Nbr of Spots	1	1	600
51	M-F 10a News ...T...	02	275	30 Comme	Nbr of Spots	1	1	275
52	M-F 1030a Extra ...T...	02	250	30 Comme	Nbr of Spots	1	1	250
53	M-Su 11p News ...T...	01	2500	30 Comme	Nbr of Spots	1	1	2500
54	M-F 12p Today Show III ...T...	01	400	30 Comme	Nbr of Spots	1	1	400
55	M-F 2p Rachael Ray ...T...	02	450	30 Comme	Nbr of Spots	1	1	450
56	M-F 3p Doctors ...T...	02	750	30 Comme	Nbr of Spots	1	1	750
Weekly Totals: Total Spots(Ord Spots)					88	24	112	
Open PR					-1		-1	-6500

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 822 Issue 2



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Client: American Crossroads/ Issue	Submission Cost: 215225	Campaign Ref: E:063945920
Buyer: "	Client/Product/Estimate: 11 / 27 / 1274	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06394592
Est./PO Number: 06394592	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
57	M-F 4p Dr Oz ...T...	01	1130	30 Comme	Nbr of Spots 1		1	1130
58	M-F 3a News ...T...	01	300	30 Comme	Nbr of Spots 1		1	300
59	M-F 5p News ...T...	01	1700	30 Comme	Nbr of Spots 1		1	1700
60	M-F 530a News ...T...	01	550	30 Comme	Nbr of Spots 1		1	550
61	M-F 530p News ...T...	01	1700	30 Comme	Nbr of Spots 1		1	1700
62	M-F 6p News ...T...	01	2600	30 Comme	Nbr of Spots 1		1	2600
63	M-F 7p News ...T...	01	2200	30 Comme	Nbr of Spots 1		1	2200
64	M-F 7a Today Show ...T...	01	2000	30 Comme	Nbr of Spots 1		1	2000
65	M-F 730p Entertainment Tonight ...T...	01	2200	30 Comme	Nbr of Spots 1		1	2200
66	M-F 9a Today Show II ...T...	01	1050	30 Comme	Nbr of Spots 1		1	1050
67	M-F 1p Days Of Our Lives ...T...	02	600	30 Comme	Nbr of Spots 1		1	600
68	M-F 10a News ...T...	02	275	30 Comme	Nbr of Spots 1		1	275
Weekly Totals: Total Spots(Ord Spots)					88	24	112	
Open PR					-1		-1	-6500

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 822 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Client:	American Crossroads/ Issue	Submission Cost:	215225	Campaign Ref:	E:063945920
Buyer:		Client/Product/Estimate:	11 / 27 / 1274	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06394592
Est./PO Number:	06394592	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
69	M-F 1030a Extra T.....	02	250	30 Comme	Nbr of Spots	1	1	250
70	M-Su 11p News T.....	01	2500	30 Comme	Nbr of Spots	1	1	2500
71	M-F 12p Today Show III T.....	01	400	30 Comme	Nbr of Spots	1	1	400
72	M-F 2p Rachael Ray T.....	02	450	30 Comme	Nbr of Spots	1	1	450
73	M-F 3p Doctors T.....	02	750	30 Comme	Nbr of Spots	1	1	750
74	M-F 4p Dr Oz T.....	01	1130	30 Comme	Nbr of Spots	1	1	1130
75	M-F 5a News T.....	01	300	30 Comme	Nbr of Spots	1	1	300
76	M-F 5p News T.....	01	1700	30 Comme	Nbr of Spots	1	1	1700
77	M-F 530a News T.....	01	550	30 Comme	Nbr of Spots	1	1	550
78	M-F 530p News T.....	01	1700	30 Comme	Nbr of Spots	1	1	1700
79	M-F 6p News T.....	01	2600	30 Comme	Nbr of Spots	1	1	2600
80	M-F 7p News T.....	01	2200	30 Comme	Nbr of Spots	1	1	2200
Weekly Totals: Total Spots(Ord Spots)					88	24	112	
Open PR					-1		-1	-6500

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 822 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Client: American Crossroads/ Issue	Submission Cost: 215225	Campaign Ref: E:063945920
Buyer: "	Client/Product/Estimate: 11/27/1274	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06394592
Est./PO Number: 06394592	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
81	M-F 7a Today Show T.....	01	2000	30 Comme	Nbr of Spots 1		1	2000
82	M-F 730p Entertainment Tonight T.....	01	2200	30 Comme	Nbr of Spots 1		1	2200
83	M-F 9a Today Show II T.....	01	1050	30 Comme	Nbr of Spots 1		1	1050
84	M-F 1p Days Of Our Lives ..W....	02	600	30 Comme	Nbr of Spots 1		1	600
85	M-F 10a News ..W....	02	275	30 Comme	Nbr of Spots 1		1	275
86	M-F 1030a Extra ..W....	02	250	30 Comme	Nbr of Spots 1		1	250
87	M-F 1135p ET / 1035p CT Tonight Show ..W....	01	1300	30 Comme	Nbr of Spots 1		1	1300
88	M-F 12p Today Show III ..W....	01	400	30 Comme	Nbr of Spots 1		1	400
89	M-F 2p Rachael Ray ..W....	02	450	30 Comme	Nbr of Spots 1		1	450
90	M-F 3p Doctors ..W....	02	750	30 Comme	Nbr of Spots 1		1	750
91	M-F 4p Dr Oz ..W....	01	1130	30 Comme	Nbr of Spots 1		1	1130
92	M-F 5a News	01	300	30	Nbr of Spots 1		1	300
Weekly Totals: Total Spots(Ord Spots)					88	24	112	
Open PR					-1		-1	-6500

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 822 Issue 2



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Client: American Crossroads/ Issue	Submission Cost: 215225	Campaign Ref: E:063945920
Buyer: ..	Client/Product/Estimate: 11 / 27 / 1274	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06394592
Est./PO Number: 06394592	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
93	M-F 5p News ..W....	01	1700	30 Comme	Nbr of Spots	1	1	1700
94	M-F 530a News ..W....	01	550	30 Comme	Nbr of Spots	1	1	550
95	M-F 530p News ..W....	01	1700	30 Comme	Nbr of Spots	1	1	1700
96	M-F 6p News ..W....	01	2600	30 Comme	Nbr of Spots	1	1	2600
97	M-F 6a News ..W....	01	1500	30 Comme	Nbr of Spots	1	1	1500
98	M-F 630p ET / 530p CT NBC Nightly News ..W....	01	7000	30 Comme	Nbr of Spots	1	1	7000
99	M-F 7p News ..W....	01	2200	30 Comme	Nbr of Spots	1	1	2200
100	M-F 7a Today Show ..W....	01	2000	30 Comme	Nbr of Spots	1	1	2000
101	M-F 730p Entertainment Tonight ..W....	01	2200	30 Comme	Nbr of Spots	1	1	2200
102	M-F 9a Today Show II ..W....	01	1050	30 Comme	Nbr of Spots	1	1	1050
103	Fri 10p ET / 9p CT RevolutionF..	01	10000	30 Comme	Nbr of Spots	1	1	10000
Weekly Totals: Total Spots(Ord Spots)					88	24	112	
Open PR					-1		-1	-6500

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 822 Issue 2



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Client: American Crossroads/ Issue	Submission Cost: 215225	Campaign Ref: E:063945920
Buyer: "	Client/Product/Estimate: 11 / 27 / 1274	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06394592
Est./PO Number: 06394592	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
104	Sat 7p Star WatchS.	01	2500	30 Comme	Nbr of Spots 2		2	5000
105	M-F 6a News M.....	01	1500	30 Comme	Nbr of Spots 2	2	2	3000
106	Sat 7a Today ShowS.	01	1000	30 Comme	Nbr of Spots 1		1	1000
107	Mon 8-10p ET / 7-9p CT Voice M.....	03	10500	30 Comme	Nbr of Spots 1	1	1	10500
108	Sat Notre Dame FootballS.	01	1750	30 Comme	Nbr of Spots 3		3	5250
109	M-F 1135p ET / 1035p CT Tonight Show M.....	02	1250	30 Comme	Nbr of Spots 1		1	1250
Weekly Totals:					88	24	112	
Total Spots(Ord Spots)					88	24	112	
Open PR					-1		-1	-6500

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
44	Sun 10a Meet The Press	30 Commercial	10/29/12	Open Pre Emption	6,500.00		0000000000	E:063945920

Grand Totals

		Month 11 Weeks: 4	
		10/29	11/05
Totals		88	24
Spots	112		
Cost	221725	168520	53205

Grand Totals:

Spots:	112
Gross Total:	215,225.00
Commission:	32,283.75
Net Total:	182,941.25

REP HEADLINE# 6394592
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP

OCT24/12 11.34
*** WFLA-TV ***

ADV # ADV. NAME ISS/AMER. CROSSROADS

AGY # AGY. NAME CROSSROADS MEDIA LLC

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6394592

PRDCT AMERICAN CROSSROADS EST#1274 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV5/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE OCT24/12 11.34

REP: NEW ORDER
TTL \$208,725 @105X
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
AMERICAN CROSSROADS

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: : LINE# : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE = 11
AGENCY PRODUCT CODE = 27
AGENCY EST# = 1274

1 100P-200P 30 \$600.00 11/2 11/2 1 FRI 1

PROGRAM : DAYS-OUR LIVES
CON COM1 : DAYS-OUR LIVES

2 1000A-1030A 30 \$275.00 11/2 11/2 1 FRI 1

PROGRAM : DAYTIME
CON COM1 : DAYTIME

3 1000P-1100P 30 10000.00 11/2 11/2 1 FRI 1

PROGRAM : DATELINE FR-NBC
CON COM1 : DATELINE FR-NBC

440-413,000

10/15

10/24/12 FCC(5)

OCT24/12 11.34
***** WFLA-TV *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	:
4			1030A-1100A	30		\$250.00	11/2	11/2	1		FRI	1
PROGRAM : DAYTIME												
CON COM1: DAYTIME												
5			1135P-1237A	30		\$1,300.00	11/2	11/2	1		FRI	1
PROGRAM : TONITE SHW-NBC												
CON COM1: TONITE SHW-NBC												
6			1200N-100P	30		\$400.00	11/2	11/2	1		FRI	1
PROGRAM : TODAY SHW3-NBC												
CON COM1: TODAY SHW3-NBC												
7			200P-300P	30		\$450.00	11/2	11/2	1		FRI	1
PROGRAM : RACHAEL RAY												
CON COM1: RACHAEL RAY												
8			300P-400P	30		\$750.00	11/2	11/2	1		FRI	1
PROGRAM : DOCTORS												
CON COM1: DOCTORS												
9			400P-500P	30		\$1,130.00	11/2	11/2	1		FRI	1
PROGRAM : DR. OZ												
CON COM1: DR. OZ												
10			500A-530A	30		\$300.00	11/2	11/2	1		FRI	1
PROGRAM : NC8 TODAY@5AM												
CON COM1: NC8 TODAY@5AM												
11			500P-530P	30		\$1,700.00	11/2	11/2	1		FRI	1
PROGRAM : NWSCH8 AT 5P												
CON COM1: NWSCH8 AT 5P												
12			530A-600A	30		\$550.00	11/2	11/2	1		FRI	1
PROGRAM : NC8 TODAY@5:30												
CON COM1: NC8 TODAY@5:30												

REP HEADLINE# 6394592
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT24/12 11.34
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
13			530P-600P PROGRAM : NWSCH8 @5:30P< CON COM1: NWSCH8 @5:30P<	30		\$1,700.00	11/2	11/2	1		FRI	1
14			600P-630P PROGRAM : NWSCH8 AT SIX< CON COM1: NWSCH8 AT SIX<	30		\$2,600.00	11/2	11/2	1		FRI	1
15			600A-700A PROGRAM : NC8 TODAY@6AM< CON COM1: NC8 TODAY@6AM<	30		\$1,500.00	11/2	11/2	1		FRI	1
16			630P-700P PROGRAM : NBC NITELY NWS< CON COM1: NBC NITELY NWS<	30		\$7,000.00	11/2	11/2	1		FRI	1
17			700P-730P PROGRAM : ENT TONIGHT 30< CON COM1: ENT TONIGHT 30< <i>NEWS</i>	30		\$2,200.00	11/2	11/2	1		FRI	1
18			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$2,000.00	11/2	11/2	1		FRI	1
19			730P-800P PROGRAM : EXTRA <i>CT</i> CON COM1: EXTRA <i>CT</i>	30		\$2,200.00	11/2	11/2	1		FRI	1
20			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$1,050.00	11/2	11/2	1		FRI	1
21			100P-200P PROGRAM : DAYS-OUR LIVES CON COM1: DAYS-OUR LIVES	30		\$600.00	11/5	11/5	1		MON	1

OCT24/12 11.34
***** WFLA-TV *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22			1000A-1030A PROGRAM : DAYTIME CON COM1: DAYTIME	30		\$275.00	11/5	11/5	1		MON	1
23			1030A-1100A PROGRAM : DAYTIME CON COM1: DAYTIME	30		\$250.00	11/5	11/5	1		MON	1
24			1100P-1135P PROGRAM : NEWS CHANNEL 8 @11PM CON COM1: NEWS CHANNEL 8 @11PM	30		\$2,500.00	11/5	11/5	1		MON	1
25			1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$1,300.00	11/5	11/5	1		MON	1
26			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$400.00	11/5	11/5	1		MON	1
27			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$450.00	11/5	11/5	1		MON	1
28			300P-400P PROGRAM : DOCTORS< CON COM1: DOCTORS<	30		\$750.00	11/5	11/5	1		MON	1
29			400P-500P PROGRAM : DR. OZ< CON COM1: DR. OZ<	30		\$1,130.00	11/5	11/5	1		MON	1
30			500A-530A PROGRAM : NC8 TODAY@5AM< CON COM1: NC8 TODAY@5AM<	30		\$300.00	11/5	11/5	1		MON	1

REP HEADLINE# 6394592
*** ORIGINAL REV#0 ***

REF: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT24/12 11.34
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS
31			500P-530P PROGRAM : NWSCH8 AT 5P< CON COM1: NWSCH8 AT 5P<	30		\$1,700.00	11/5	11/5	1		MON	1
32			530A-600A PROGRAM : NC8 TODAY@5:30< CON COM1: NC8 TODAY@5:30<	30		\$550.00	11/5	11/5	1		MON	1
33			530P-600P PROGRAM : NWSCH8 @5:30P< CON COM1: NWSCH8 @5:30P<	30		\$1,700.00	11/5	11/5	1		MON	1
34			600P-630P PROGRAM : NWSCH8 AT SIX< CON COM1: NWSCH8 AT SIX<	30		\$2,600.00	11/5	11/5	1		MON	1
35			600A-700A PROGRAM : NC8 TODAY@6AM< CON COM1: NC8 TODAY@6AM<	30		\$1,500.00	11/5	11/5	1		MON	1
36			700P-730P PROGRAM : ENT TONIGHT 30< CON COM1: ENT TONIGHT 30<	30		\$2,200.00	11/5	11/5	1		MON	1
37			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$2,000.00	11/5	11/5	1		MON	1
38			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$2,200.00	11/5	11/5	1		MON	1
39			800P-1000P PROGRAM : THE VOICE CON COM1: THE VOICE	30		15000.00	11/5	11/5	1		MON	1

REP HEADLINE# 6394592
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT24/12 11.34
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS
40			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$1,050.00	11/5	11/5	1		MON	1
41			1130P-101A PROGRAM : SAT NITE LIVE< CON COM1: SAT NITE LIVE<	30		\$2,650.00	11/3	11/3	1		SAT	1
42			600P-630P PROGRAM : NEWS CON COM1: NEWS	30		\$1,500.00	11/3	11/3	1	<i>ma</i>	SAT	1
43			630P-700P PROGRAM : NBC NIGHTLY NEWS - SAT CON COM1: NBC NIGHTLY NEWS - SAT	30		\$7,000.00	11/3	11/3	1	<i>ma</i>	SAT	1
44			700A-900A PROGRAM : THE TODAY SHOW - SATURDAY CON COM1: THE TODAY SHOW - SATURDAY	30		\$1,000.00	11/3	11/3	1		SAT	1
45			900A-1000A PROGRAM : AVG. ALL WKS CON COM1: AVG. ALL WKS	30		\$600.00	11/3	11/3	1		SAT	1
46			1000A-1100A PROGRAM : MEET PRESS-SUN CON COM1: MEET PRESS-SUN	30		\$6,500.00	11/4	11/4	1		SUN	1
47			600P-630P PROGRAM : NEWSCH8-6 SUN CON COM1: NEWSCH8-6 SUN	30		\$1,600.00	11/4	11/4	1		SUN	1
48			630P-700P PROGRAM : NBC-NWS SUN CON COM1: NBC-NWS SUN	30		\$8,000.00	11/4	11/4	1		SUN	1

REP HEADLINE# 6394592
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT24/12 11.34
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
49			800P-1100P	30		\$4,500.00	11/4	11/4	1		SUN	1
PROGRAM : AMERICA'S GOT TALENT (REPEAT)												
CON COM1 : AMERICA'S GOT TALENT (REPEAT)												
50			800A-900A	30		\$1,100.00	11/4	11/4	1		SUN	1
PROGRAM : SUN TODAY-NBC												
CON COM1 : SUN TODAY-NBC												
51			815P-1130P	30		28000.00	11/4	11/4	1		SUN	1
PROGRAM : NBC SUN-FTBL<												
CON COM1 : NBC SUN-FTBL<												
52			900A-1000A	30		\$600.00	11/4	11/4	1		SUN	1
PROGRAM : NWSCH8 SUN-AM												
CON COM1 : NWSCH8 SUN-AM												
53			100P-200P	30		\$600.00	11/1	11/1	1		THU	1
PROGRAM : DAYS-OUR LIVES												
CON COM1 : DAYS-OUR LIVES												
54			1000A-1030A	30		\$275.00	11/1	11/1	1		THU	1
PROGRAM : DAYTIME												
CON COM1 : DAYTIME												
55			1030A-1100A	30		\$250.00	11/1	11/1	1		THU	1
PROGRAM : DAYTIME												
CON COM1 : DAYTIME												
56			1100P-1135P	30		\$2,500.00	11/1	11/1	1		THU	1
PROGRAM : NEWS CHANNEL 8 @11PM												
CON COM1 : NEWS CHANNEL 8 @11PM												
57			1200N-100P	30		\$400.00	11/1	11/1	1		THU	1
PROGRAM : TODAY SHW3-NBC												
CON COM1 : TODAY SHW3-NBC												

1 PM

REP HEADLINE# 6394592
*** ORIGINAL REV#0 ***

REF: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP

OCT24/12 11.34
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
58			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$450.00	11/1	11/1	1		THU	1
59			300P-400P PROGRAM : DOCTORS< CON COM1: DOCTORS<	30		\$750.00	11/1	11/1	1		THU	1
60			400P-500P PROGRAM : DR. OZ< CON COM1: DR. OZ<	30		\$1,130.00	11/1	11/1	1		THU	1
61			500A-530A PROGRAM : NC8 TODAY@5AM< CON COM1: NC8 TODAY@5AM<	30		\$300.00	11/1	11/1	1		THU	1
62			500P-530P PROGRAM : NWSCH8 AT 5P< CON COM1: NWSCH8 AT 5P<	30		\$1,700.00	11/1	11/1	1		THU	1
63			530A-600A PROGRAM : NC8 TODAY@5:30< CON COM1: NC8 TODAY@5:30<	30		\$550.00	11/1	11/1	1		THU	1
64			530P-600P PROGRAM : NWSCH8 @5:30P< CON COM1: NWSCH8 @5:30P<	30		\$1,700.00	11/1	11/1	1		THU	1
65			600P-630P PROGRAM : NWSCH8 AT SIX< CON COM1: NWSCH8 AT SIX<	30		\$2,600.00	11/1	11/1	1		THU	1
66			700P-730P PROGRAM : ENT TONIGHT 30< CON COM1: ENT TONIGHT 30<	30		\$2,200.00	11/1	11/1	1		THU	1

News

REP HEADLINE# 6394592
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT24/12 11.34
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS
67			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$2,000.00	11/1	11/1	1		THU	1
68			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$2,200.00	11/1	11/1	1		THU	1
69			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$1,050.00	11/1	11/1	1		THU	1
70			100P-200P PROGRAM : DAYS-OUR LIVES CON COM1: DAYS-OUR LIVES	30		\$600.00	10/30	10/30	1		TUE	1
71			1000A-1030A PROGRAM : DAYTIME CON COM1: DAYTIME	30		\$275.00	10/30	10/30	1		TUE	1
72			1030A-1100A PROGRAM : DAYTIME CON COM1: DAYTIME	30		\$250.00	10/30	10/30	1		TUE	1
73			1100P-1135P PROGRAM : NEWS CHANNEL 8 @11PM CON COM1: NEWS CHANNEL 8 @11PM	30		\$2,500.00	10/30	10/30	1		TUE	1
74			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$400.00	10/30	10/30	1		TUE	1
75			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$450.00	10/30	10/30	1		TUE	1

REP HEADLINE# 6394592
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT24/12 11.34
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
76			300P-400P PROGRAM : DOCTORS< CON COM1: DOCTORS<	30		\$750.00	10/30	10/30	1		TUE	1
77			400P-500P PROGRAM : DR. OZ< CON COM1: DR. OZ<	30		\$1,130.00	10/30	10/30	1		TUE	1
78			500A-530A PROGRAM : NC8 TODAY@5AM< CON COM1: NC8 TODAY@5AM<	30		\$300.00	10/30	10/30	1		TUE	1
79			500P-530P PROGRAM : NWSCH8 AT 5P< CON COM1: NWSCH8 AT 5P<	30		\$1,700.00	10/30	10/30	1		TUE	1
80			530A-600A PROGRAM : NC8 TODAY@5:30< CON COM1: NC8 TODAY@5:30<	30		\$550.00	10/30	10/30	1		TUE	1
81			530P-600P PROGRAM : NWSCH8 @5:30P< CON COM1: NWSCH8 @5:30P<	30		\$1,700.00	10/30	10/30	1		TUE	1
82			600P-630P PROGRAM : NWSCH8 AT SIX< CON COM1: NWSCH8 AT SIX<	30		\$2,600.00	10/30	10/30	1		TUE	1
83			700P-730P PROGRAM : ENT TONIGHT 30< CON COM1: ENT TONIGHT 30<	30		\$2,200.00	10/30	10/30	1		TUE	1
84			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$2,000.00	10/30	10/30	1		TUE	1

NEWS

OCT 24/12 11.34
WFLA-TV

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
85			730P-800P	30		\$2,200.00	10/30	10/30	1		TUE	1
PROGRAM : EXTRA CON COM1: EXTRA												
86			900A-1000A	30		\$1,050.00	10/30	10/30	1		TUE	1
PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC												
87			100P-200P	30		\$600.00	10/31	10/31	1		WED	1
PROGRAM : DAYS-OUR LIVES CON COM1: DAYS-OUR LIVES												
88			1000A-1030A	30		\$275.00	10/31	10/31	1		WED	1
PROGRAM : DAYTIME CON COM1: DAYTIME												
89			1030A-1100A	30		\$250.00	10/31	10/31	1		WED	1
PROGRAM : DAYTIME CON COM1: DAYTIME												
90			1135P-1237A	30		\$1,300.00	10/31	10/31	1		WED	1
PROGRAM : TONITE SHW-NBC CON COM1: TONITE SHW-NBC												
91			1200N-100P	30		\$400.00	10/31	10/31	1		WED	1
PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC												
92			200P-300P	30		\$450.00	10/31	10/31	1		WED	1
PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY												
93			300P-400P	30		\$750.00	10/31	10/31	1		WED	1
PROGRAM : DOCTORS CON COM1: DOCTORS												

REP HEADLINE# 6394592
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT24/12 11.34
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
94			400P-500P PROGRAM : DR. OZ< CON COM1: DR. OZ<	30		\$1,130.00	10/31	10/31	1		WED	1
95			500A-530A PROGRAM : NC8 TODAY@5AM< CON COM1: NC8 TODAY@5AM<	30		\$300.00	10/31	10/31	1		WED	1
96			500P-530P PROGRAM : NWSCH8 AT 5P< CON COM1: NWSCH8 AT 5P<	30		\$1,700.00	10/31	10/31	1		WED	1
97			530A-600A PROGRAM : NC8 TODAY@5:30< CON COM1: NC8 TODAY@5:30<	30		\$550.00	10/31	10/31	1		WED	1
98			530P-600P PROGRAM : NWSCH8 @5:30P< CON COM1: NWSCH8 @5:30P<	30		\$1,700.00	10/31	10/31	1		WED	1
99			600P-630P PROGRAM : NWSCH8 AT SIX< CON COM1: NWSCH8 AT SIX<	30		\$2,600.00	10/31	10/31	1		WED	1
100			600A-700A PROGRAM : NC8 TODAY@6AM< CON COM1: NC8 TODAY@6AM<	30		\$1,500.00	10/31	10/31	1		WED	1
101			630P-700P PROGRAM : NBC NITELY NWS< CON COM1: NBC NITELY NWS<	30		\$7,000.00	10/31	10/31	1		WED	1
102			700P-730P PROGRAM : ENT TONIGHT 30< CON COM1: ENT TONIGHT 30<	30		\$2,200.00	10/31	10/31	1		WED	1

NWS

REP HEADLINE# 6394592
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT24/12 11.34
 *** WFLA-TV ***

LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
103			700A-900A	30		\$2,000.00	10/31	10/31	1		WED	1
PROGRAM : TODAY SHW												
CON COM1: TODAY SHW												
104			730P-800P	30		\$2,200.00	10/31	10/31	1		WED	1
PROGRAM : EXTRA ET												
CON COM1: EXTRA												
105			900A-1000A	30		\$1,050.00	10/31	10/31	1		WED	1
PROGRAM : TODAY SHW2-NBC												
CON COM1: TODAY SHW2-NBC												
NOV/12 208725.00												CONTRACT TOTAL 208725.00
												TOTAL SPOTS 105

MARKET TOTALS \$938,160 WFLA 22% WFTS 20% WTSP 32% WTVT 16% WTOG 2% WTTA 1% WMOR 1%
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ACCURATE

SVC- NSI
 DEMOS- RA35+*

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 817 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	American Crossroads/ Issue	Submission Cost:	195725	Campaign Ref:	E:063945920
Buyer:	..	Client/Product/Estimate:	11/27/12/74	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06394592
Est./PO Number:	06394592	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	American Crossroads	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	10/29	11/05	Total	Cost
1	M-F 1p Days Of Our Lives ...F..	02	600	30 Comme	Nbr of Spots	1		1	600
2	M-F 10a News ...F..	02	275	30 Comme	Nbr of Spots	1		1	275
3	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	01	10000	30 Comme	Nbr of Spots	1		1	10000
4	M-F 1030a Extra ...F..	02	250	30 Comme	Nbr of Spots	1		1	250
5	M-F 1135p ET / 1035p CT Tonight Show ...F..	01	1300	30 Comme	Nbr of Spots	1		1	1300
6	M-F 12p Today Show III ...F..	01	400	30 Comme	Nbr of Spots	1		1	400
7	M-F 2p Rachael Ray ...F..	02	450	30 Comme	Nbr of Spots	1		1	450
8	M-F 3p Doctors ...F..	02	750	30 Comme	Nbr of Spots	1		1	750
9	M-F 4p Dr Oz ...F..	01	1130	30 Comme	Nbr of Spots	1		1	1130
Weekly Totals: Total Spots(Ord Spots)						82	20	102	

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 817 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 195725	Campaign Ref: E:063945920
Buyer: ..	Client/Product/Estimate: 11 / 27 / 1274	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06394592
Est./PO Number: 06394592	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
10	M-F 5a News ...F..	01	300	30 Comme	Nbr of Spots	1	1	300
11	M-F 5p News ...F..	01	1700	30 Comme	Nbr of Spots	1	1	1700
12	M-F 530a News ...F..	01	550	30 Comme	Nbr of Spots	1	1	550
13	M-F 530p News ...F..	01	1700	30 Comme	Nbr of Spots	1	1	1700
14	M-F 6p News ...F..	01	2600	30 Comme	Nbr of Spots	1	1	2600
15	M-F 6a News ...F..	01	1500	30 Comme	Nbr of Spots	1	1	1500
16	M-F 630p ET / 530p CT NBC Nightly News ...F..	01	7000	30 Comme	Nbr of Spots	1	1	7000
17	M-F 7p News ...F..	01	2200	30 Comme	Nbr of Spots	1	1	2200
18	M-F 7a Today Show ...F..	01	2000	30 Comme	Nbr of Spots	1	1	2000
19	M-F 730p Entertainment Tonight ...F..	01	2200	30 Comme	Nbr of Spots	1	1	2200
Weekly Totals: Total Spots(Ord Spots)					82	20	102	

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 817 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	American Crossroads/ Issue	Submission Cost:	195725	Campaign Ref:	E:063945920
Buyer:		Client/Product/Estimate:	11/27/12/74	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06394592
Est./PO Number:	06394592	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
20	M-F 9a Today Show IIF..	01	1050	30 Comme	Nbr of Spots 1		1	1050
21	M-F 1p Days Of Our Lives M.....	02	600	30 Comme	Nbr of Spots 1		1	600
22	M-F 10a News M.....	02	275	30 Comme	Nbr of Spots 1		1	275
23	M-F 1030a Extra M.....	02	250	30 Comme	Nbr of Spots 1		1	250
24	M-Su 11p News M.....	01	2500	30 Comme	Nbr of Spots 1		1	2500
25	M-F 1135p ET / 1035p CT Tonight Show M.....	01	1300	30 Comme	Nbr of Spots 1		1	1300
26	M-F 12p Today Show III M.....	01	400	30 Comme	Nbr of Spots 1		1	400
27	M-F 2p Rachael Ray M.....	02	450	30 Comme	Nbr of Spots 1		1	450
28	M-F 3p Doctors M.....	02	750	30 Comme	Nbr of Spots 1		1	750
29	M-F 4p Dr Oz M.....	01	1130	30 Comme	Nbr of Spots 1		1	1130
30	M-F 5a News M.....	01	300	30 Comme	Nbr of Spots 1		1	300
Weekly Totals: Total Spots(Ord Spots)					82	20	102	

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 817 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 195725	Campaign Ref: E:063945920
Buyer: ..	Client/Product/Estimate: 11/27/1274	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06394592
Est./PO Number: 06394592	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
31	M-F 5p News M.....	01	1700	30 Comme	Nbr of Spots	1	1	1700
32	M-F 530a News M.....	01	550	30 Comme	Nbr of Spots	1	1	550
33	M-F 530p News M.....	01	1700	30 Comme	Nbr of Spots	1	1	1700
34	M-F 6p News M.....	01	2600	30 Comme	Nbr of Spots	1	1	2600
35	M-F 6a News M.....	01	1500	30 Comme	Nbr of Spots	1	1	1500
36	M-F 7p News M.....	01	2200	30 Comme	Nbr of Spots	1	1	2200
37	M-F 7a Today Show M.....	01	2000	30 Comme	Nbr of Spots	1	1	2000
38	M-F 730p Entertainment Tonight M.....	01	2200	30 Comme	Nbr of Spots	1	1	2200
39	Mon 8-10p ET / 7-9p CT Voice M.....	02	15000	30 Comme	Nbr of Spots	1	1	15000
40	M-F 9a Today Show II M.....	01	1050	30 Comme	Nbr of Spots	1	1	1050
41	Sat 1130p ET / 1030p CT Saturday Night Live	01	2650	30	Nbr of Spots	1	1	2650
Weekly Totals: Total Spots(Ord Spots)					82	20	102	

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 817 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	American Crossroads/ Issue	Submission Cost:	195725	Campaign Ref:	E:063945920
Buyer:	..	Client/Product/Estimate:	11/27/1274	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06394592
Est./PO Number:	06394592	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
42	Sat 7a Today ShowS.	01	1000	30 Comme	Nbr of Spots 1		1	1000
43	Sat 9a NewsS.	01	600	30 Comme	Nbr of Spots 1		1	600
44	Sun 10a Meet The PressS.	01	6500	30 Comme	Nbr of Spots 1		1	6500
45	Sun 6p NewsS.	01	1600	30 Comme	Nbr of Spots 1		1	1600
46	Sun 630p ET / 530p CT NBC Nightly NewsS.	01	8000	30 Comme	Nbr of Spots 1		1	8000
47	Sun 8a Today ShowS.	01	1100	30 Comme	Nbr of Spots 1		1	1100
48	Sun 815p ET / 715p CT NBC Sunday Night FootballS.	01	28000	30 Comme	Nbr of Spots 1		1	28000
49	Sun 9a NewsS.	01	600	30 Comme	Nbr of Spots 1		1	600
50	M-F 1p Days Of Our Lives ...T...	02	600	30 Comme	Nbr of Spots 1		1	600
51	M-F 10a News ...T...	02	275	30 Comme	Nbr of Spots 1		1	275
Weekly Totals: Total Spots(Ord Spots)					62	20	102	

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 817 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 196725	Campaign Ref: E:063945920
Buyer:	Client/Product/Estimate: 11/27/1274	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06394592
Est./PO Number: 06394592	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
52	M-F 1030a Extra ...T...	02	250	30 Comme	Nbr of Spots 1		1	250
53	M-Su 11p News ...T...	01	2500	30 Comme	Nbr of Spots 1		1	2500
54	M-F 12p Today Show III ...T...	01	400	30 Comme	Nbr of Spots 1		1	400
55	M-F 2p Rachael Ray ...T...	02	450	30 Comme	Nbr of Spots 1		1	450
56	M-F 3p Doctors ...T...	02	750	30 Comme	Nbr of Spots 1		1	750
57	M-F 4p Dr Oz ...T...	01	1130	30 Comme	Nbr of Spots 1		1	1130
58	M-F 5a News ...T...	01	300	30 Comme	Nbr of Spots 1		1	300
59	M-F 5p News ...T...	01	1700	30 Comme	Nbr of Spots 1		1	1700
60	M-F 530a News ...T...	01	550	30 Comme	Nbr of Spots 1		1	550
61	M-F 530p News ...T...	01	1700	30 Comme	Nbr of Spots 1		1	1700
62	M-F 6p News ...T...	01	2600	30 Comme	Nbr of Spots 1		1	2600
Weekly Totals: Total Spots(Ord Spots)					82	20	102	

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 817 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 195725	Campaign Ref: E:063945920
Buyer: ..	Client/Product/Estimate: 11/27/1274	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06394592
Est./PO Number: 06394592	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
63	M-F 7p News ...T...	01	2200	30 Comme	Nbr of Spots 1		1	2200
64	M-F 7a Today Show ...T...	01	2000	30 Comme	Nbr of Spots 1		1	2000
65	M-F 730p Entertainment Tonight ...T...	01	2200	30 Comme	Nbr of Spots 1		1	2200
66	M-F 9a Today Show II ...T...	01	1050	30 Comme	Nbr of Spots 1		1	1050
67	M-F 1p Days Of Our Lives ...T...	02	600	30 Comme	Nbr of Spots 1		1	600
68	M-F 10a News ...T...	02	275	30 Comme	Nbr of Spots 1		1	275
69	M-F 1030a Extra ...T...	02	250	30 Comme	Nbr of Spots 1		1	250
70	M-Su 11p News ...T....	01	2500	30 Comme	Nbr of Spots 1		1	2500
71	M-F 12p Today Show III ...T....	01	400	30 Comme	Nbr of Spots 1		1	400
72	M-F 2p Rachael Ray ...T....	02	450	30 Comme	Nbr of Spots 1		1	450
73	M-F 3p Doctors ...T....	02	750	30 Comme	Nbr of Spots 1		1	750
Weekly Totals: Total Spots(Ord Spots)					82	20	102	

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 817 Issue 1

News Channel 8
on your side

MeTV

TBO.com
Tampa Bay Online

WFLA-TV

P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	American Crossroads/ Issue	Submission Cost:	195725	Campaign Ref:	E:063945920
Buyer:	..	Client/Product/Estimate:	11/27/1274	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06394592
Est./PO Number:	06394592	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
74	M-F 4p Dr Oz .T.....	01	1130	30 Comme	Nbr of Spots 1		1	1130
75	M-F 5a News .T.....	01	300	30 Comme	Nbr of Spots 1		1	300
76	M-F 5p News .T.....	01	1700	30 Comme	Nbr of Spots 1		1	1700
77	M-F 530a News .T.....	01	550	30 Comme	Nbr of Spots 1		1	550
78	M-F 530p News .T.....	01	1700	30 Comme	Nbr of Spots 1		1	1700
79	M-F 6p News .T.....	01	2600	30 Comme	Nbr of Spots 1		1	2600
80	M-F 7p News .T.....	01	2200	30 Comme	Nbr of Spots 1		1	2200
81	M-F 7a Today Show .T.....	01	2000	30 Comme	Nbr of Spots 1		1	2000
82	M-F 730p Entertainment Tonight .T.....	01	2200	30 Comme	Nbr of Spots 1		1	2200
83	M-F 9a Today Show II .T.....	01	1050	30 Comme	Nbr of Spots 1		1	1050
84	M-F 1p Days Of Our Lives W.....	02	600	30 Comme	Nbr of Spots 1		1	600
Weekly Totals: Total Spots(Ord Spots)					82	20	102	

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 817 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	American Crossroads/ Issue	Submission Cost:	195725	Campaign Ref:	E:063945920
Buyer:		Client/Product/Estimate:	11/27/1274	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/1/12	Weeks:	2	Order Ref:	06394592
Est./PO Number:	06394592	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
85	M-F 10a News ..W....	02	275	30 Comme	Nbr of Spots 1		1	275
86	M-F 1030a Extra ..W....	02	250	30 Comme	Nbr of Spots 1		1	250
87	M-F 1135p ET / 1035p CT Tonight Show ..W....	01	1300	30 Comme	Nbr of Spots 1		1	1300
88	M-F 12p Today Show III ..W....	01	400	30 Comme	Nbr of Spots 1		1	400
89	M-F 2p Rachael Ray ..W....	02	450	30 Comme	Nbr of Spots 1		1	450
90	M-F 3p Doctors ..W....	02	750	30 Comme	Nbr of Spots 1		1	750
91	M-F 4p Dr Oz ..W....	01	1130	30 Comme	Nbr of Spots 1		1	1130
92	M-F 5a News ..W....	01	300	30 Comme	Nbr of Spots 1		1	300
93	M-F 5p News ..W....	01	1700	30 Comme	Nbr of Spots 1		1	1700
94	M-F 530a News ..W....	01	550	30 Comme	Nbr of Spots 1		1	550
95	M-F 530p News ..W....	01	1700	30 Comme	Nbr of Spots 1		1	1700
Weekly Totals: Total Spots(Ord Spots)					82	20	102	

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 817 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 195725	Campaign Ref: E:063945920
Buyer:	Client/Product/Estimate: 11/27/1274	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/1/12	Weeks: 2	Order Ref: 06394592
Est./PO Number: 06394592	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
96	M-F 6p News ..W....	01	2600	30 Comme	Nbr of Spots 1		1	2600
97	M-F 6a News ..W....	01	1500	30 Comme	Nbr of Spots 1		1	1500
98	M-F 630p ET / 530p CT NBC Nightly News ..W....	01	7000	30 Comme	Nbr of Spots 1		1	7000
99	M-F 7p News ..W....	01	2200	30 Comme	Nbr of Spots 1		1	2200
100	M-F 7a Today Show ..W....	01	2000	30 Comme	Nbr of Spots 1		1	2000
101	M-F 730p Entertainment Tonight ..W....	01	2200	30 Comme	Nbr of Spots 1		1	2200
102	M-F 9a Today Show II ..W....	01	1050	30 Comme	Nbr of Spots 1		1	1050
Weekly Totals: Total Spots(Ord Spots)					82	20	102	

Grand Totals

		Month 11 Weeks: 4	
Totals		10/29	11/05
Spots	102	82	20
Cost	195725	157270	38455

Grand Totals:

Spots:	102
Gross Total:	195,725.00
Commission:	29,358.75
Net Total:	166,366.25